

# NEWS Presents Top Reporters for 1968

Each year the editors of the KRESGE NEWS select Reporters of the Year—employers who have done the best job of compiling and editing news about fellow employees and store happenings. For 1968, seven first place winners and 19 honorable mentions were chosen from approximately 800 reporters representing Kresge, K mart and Jupiter stores throughout the United States and Puerto Rico. Each region boasts one Reporter of the Year except the Eastern Region which has three ties for first place.

Regular monthly contributions, completeness, accuracy and quality of news reports were the main considerations in selecting winning reporters.

## CENTRAL REGION

Claudine Beach of 237, Elkhart, Ind., is retiring in February in grand style—by being named the Central Region's Reporter of the Year. Claudine started working for Kresge 43 years ago and today is a floor supervisor and personnel director.

Claudine, who began as store reporter when the KRESGE NEWS was first published in 1940, sometimes has to hustle to beat the news deadline. Several co-workers help out by photographing store activities. An interest in the outside activities of the staff and their families gives Claudine inspiration for news writing. The end product of reading about 237 and store management changes and promotions in the KRESGE NEWS is a pleasure for Claudine.

For enjoyment Claudine likes to travel, work in the yard and garden, gift wrap packages and make table decorations. Being a member of the Business and Professional Women's Club and chaplain of the Women of the Moose take up some of Claudine's time.

Mrs. Beach, who began her career as a part-time employee in 1920, is looking forward to an enjoyable retirement with her husband.



Margaret Lynn



Claudine Beach



Irene Cate

Mrs. Lynn's favorite pastimes include oil painting, camping, sewing and fancy baking. She is a member of the Board of Directors and treasurer of St. John's Kindergarten and is a Sunday school teacher.

Grateful for having been awarded Reporter of the Year, Margaret adds: "Sometimes it is difficult to find a lot of news to contribute, but I find that when you like to do a thing and want to do it—you can."

## EASTERN REGION

Working in close relationship with store employees helped Gerie O'Day, 76, Erie, Pa., win one of the Reporter of the Year awards for the Eastern Region.

As a store reporter for 15 years, Gerie learned that a good way to compile news is by keeping in touch with all employees both at work and at home. Gerie likes to write interesting news about all of her co-workers but finds it difficult to contact everyone because of conflicting schedules.

Gerie began her career with Kresge in 1941 and now supervises eight departments at 76. As reporter, Gerie's journalistic endeavors won honorable mention awards for the years of 1965, 1966 and 1967.

Reading good novels and culinary adventures such as trying out new recipes and baking hold great interest for this reporter.

First place honors for the Eastern Region also go to Esther Hillman, a seven-time winner from 65, Trenton, N. J.

Mrs. Hillman, personnel supervisor who buys and supervises soft line departments, joined the Kresge corps in 1951 and began writing in 1960. Esther won an honorable mention award the first year of her reporting and has made an annual event of winning Reporter of the Year awards since then.

Reporting is not difficult for Esther because of good communications with employees. She values being a store reporter because it has led to many friendships with

customers as well as staffers. A scrapbook containing many executives' signatures, including that of the late Sebastian S. Kresge, is Esther's pride and joy.

Eight grandchildren, painting, knitting and collecting Hummels are Esther's main interests. She is also involved in a number of community organizations. Her office are president of the Olivet Baptist Church Missionary Society, secretary of the Inbetweens and a member of the Trenton Baptist Women's Association board of managers. She is also on the nursery staff and the pastor's advisory committee.

Esther sums it up by saying: "I enjoy working with other people and find the greatest happiness in helping others to find happiness."

Sharing top honors as the Eastern Region's Reporter of the Year is Irene Cate, office employee at 4113, Erie, Pa.

Irene learns about current happenings for the NEWS by working in advertising and talking with assistant managers, department heads and personnel. Picture-taking is left up to the camera department. Irene notifies everyone well in advance of special events. With the cooperation she receives from her co-workers, Irene manages to meet the NEWS' deadline with lots of interesting reports.

Although she doesn't have a specific hobby, Irene likes to dance and relaxes by listening to good music. She is a member of two card clubs and the American Legion Auxiliary, where she held several offices including that of president for two years.

Being a store reporter comes natural for Irene. She writes: "I enjoy my work at the store and especially enjoy working with and helping people in any way I can."

## MIDWESTERN REGION

Norma Hallberg, 318, Rockford, Ill., is the NEWS' member one communicator for the Midwestern Region. Norma, who is department head for housewares, hardware, floor covering, electric and appliances, wrote her first news article in 1966. In 1967 she received an award for honorable mention.

News is easier to gather for Norma when she asks employees for their suggestions concerning store news. She enjoys being store reporter so much that she feels slightly guilty about accepting a Reporter of the Year award.

Norma's creative talents can be seen in her home, too. She likes to write poetry, decorate cakes and listen to good music. When not busy with hobbies or work there are 15 grandchildren to keep Norma occupied.

The reason for Norma's success? She writes: "We have such a wonderful group of people here at 318—it's a real privilege to work with them and to be their store reporter."

## SOUTHERN REGION

Margaret E. Lynn "tried a little harder" at her job as store reporter and as a result became the Southern Region's Reporter of the Year for the second consecutive year. Mrs. Lynn is a bookkeeper at 414, Essex, Md., and has been reporter since the store opened in 1955.

Margaret finds news writing the easiest when there is a lot of action in the store. The most difficult aspect, at this time, is learning to take "newsworthy" photos with her Polaroid camera. Margaret admits that although some of her pictures are not the best, she enjoys taking them and writing "good news".

## Kresge Stores Modernize 1969 Buster Brown Line

UPDATE 1969 is the theme of an extensive new Buster Brown program, said Buyer John J. Haller. Buster Brown was originally a cartoon character of the early 1900s. In 1904, a manufacturer adopted the name and applied it to a quality line of children's clothing.

Now, Buster Brown is progressing into the world of super-modern merchandising. Updated layouts, displays and styles will be in Kresge stores in the spring of 1969. Convenience becomes an all-important factor for the department manager as well as the customer.

Basic layouts will be functional and practical for the convenience of customers and store personnel. Stocking merchandise and arranging displays will be easier and less time-consuming for department workers. Special bin identification, possibly photographs of the items and listings of sizes, colors and styles, will be placed at the bottom of each of the numbers.

For the customers, displays in large units will again be size

rather than style for easier shopping. For department heads, layouts will be simpler. They can utilize one of the merchandise plots planned for three different size departments. To make merchandising easier, call-for-orders will be issued twice a year for seasonal coverage.

The spring line of Buster Brown clothes will consist of fashionable knit shirts, slacks and shorts and boys' woven slacks. The price of a Buster Brown outfit is commensurate with its top quality.

Today, Buster Brown, a producer whose merchandise has exceptional customer acceptance, has a 42-percent mark-up gross profit. All Kresge stores in search of even greater selling merit in 1969, said Mr. Haller, should be on the lookout for the updated Buster Brown program.

## Jupiter Promotes

Jupiter stores will be promoting good old fashioned Dollar Days in March. Wesley E. Brown, Jupiter advertising manager, said managers are enthusiastically looking forward to the promotion. New promotional ideas will be used

## Dollar Days

along with the old tried-and-true events.

Jupiter Operations and Merchandise Manager Harold E. Wilcox has obtained a selection of specially priced merchandise from the buying offices for Dollar Days.



UPDATE 1969 is the theme of extensive new Buster Brown program offering updated clothing, merchandising methods and displays for spring '69.

## WESTERN REGION

For the second year in a row, Kathleen Harley has been named Reporter of the Year for the Western Region.

Kathleen entered the Kresge employ five years ago as a bookkeeper in the office of 4068, Fresno, Calif., and has been store reporter since 4068's opening in 1964.

Reporting news is easy for Kathleen as she can depend on fellow employees' cooperation and willingness to pass on any news she may have missed. To this reporter, a problem is a "challenge" and there is no such word as "can't".

Kathleen's interests and hobbies are varied. She enjoys golfing, swimming, bowling and writing and belongs to the United Girls, Chamber of Commerce, Catholic Daughters, Altar Society and the Marine Corps Mothers.

Kathleen believes that a person who participates in store activities finds her job more interesting and feels like a part of the whole organization.

## HONORABLE MENTION

Central Region: Susan O'Brien, 28, Cleveland, O.; Maxine Mathew, 4124, Terre Haute, Ind.; Donald Grunberg, 4000, Garden City, Mich.; Joann Yothewich, 117, Terre Haute, Ind.

Eastern Region: Florence Schuster, 422, New Castle, Pa.; Helena Boucher, 110, Lowell, Mass.; Pat Weber, 4010, Pittsburgh, Pa.

Midwestern Region: Lynne Kosloski, 4093, Joliet, Ill.; Jan Bennett, 4051, East Claire, Wis.; Grace Torgerson, 231, Fargo, N.D.; Bernice Swanson, 326, Omaha, Neb.; Josephine Lehman, 4026, St. Joseph, Mo.; Marge Strawn, 4048, Springfield, Ill.

Southern Region: Marge Kothley, 483, Bedford, Ind.; Nell Dean, 660, Norfolk, Va.; Kathleen Biehoff, 717, Atlanta, Ga.; Jean Hendry, 4172, Monroe, La.

Western Region: Inez Wheeler, 718, Hawthorne, Calif.; Elsie Ofinowicz, 778, Oakland, Calif.

## D. O. Announces Dress Winners

Five awards were given to the winners of the 1968 Kresge Ruth Alden Dress Drive at the Detroit Office.

Employees made dresses or contributed money for Christmas dresses for underprivileged little girls in the Detroit area.

Prizes for handmade dresses ranged from five to ten dollars.

The prizes, first to fifth, were awarded to Lauree Webb, formerly of data processing; Anne Korns, research; Mrs. Norman Milz, wife of Norman W. Milz, store equipment and supplies; Jewell Blair, mailing; and Carolann Parra, property accounting.

Contest judges were Myrtle Meyer, suggestion system secretary; Mary Jane Toth, secretary, merchandising; and Ann C. Wolf, editor, KRESGE NEWS.